

# CONNECTICUT COMMISSION ON CULTURE & TOURISM

**Tourism Committee**  
**Connecticut Development Authority**  
**999 West Street**  
**Rocky Hill, Connecticut**  
**March 3, 2009**  
**11:00 A.M.**

## MINUTES DRAFT

**Present:** Arthur Diedrick, Larry McHugh, Randy Fiveash, Rita Schmidt, Anne Elvgren, Terry Bickhardt

**Absent:** Michael Price, Carolyn Cicchetti, Chuck Bunnell, Simon Flynn

**Staff & Guests:** Barbara Cieplak, Rena Calcaterra, Marje Medzela, Carole Gittings (Recording)

### **I. CALL TO ORDER**

Arthur Diedrick called the Connecticut Commission & Culture Tourism Committee to order at approximately 11:10 a.m.

### **II. APPROVAL OF MINUTES**

A motion was made and moved to approve the November 4, 2008 minutes as circulated. Minutes approved.

### **III. TOURISM DIRECTOR'S REPORT - RANDY FIVEASH REPORTING**

Mr. Fiveash updated the Committee members on his Connecticut Tourism Listening Forums which are being conducted throughout the state. Mr. Fiveash reported the Forums conducted to date have been accepted very well and have been an opportunity to get to know the people and the industry concerns and issues.

### **IV. MARKETING DIRECTOR'S REPORT - BARBARA CIEPLAK REPORTING**

Ms. Cieplak reported on the CCT-Tourism Division Budget for FY 2009. Staff is working on a contingency plan to keep the centers open as many days and hours as possible to serve the spontaneous travelers.

### **V. ACTION ITEMS**

#### **A. *Approval of FY 2009 Budget***

On a motion made by Larry McHugh, second by Anne Elvgren to accept & approve, the FY 2009 CCT Tourism Division Budget as circulated. All were in favor.

**VI. OTHER BUSINESS**

**A. *Strategic Marketing Plan 2009 – Randy Fiveash Reporting***

Based on the 2008 VISION intercept study and from what we have seen nationally, Connecticut has held its own.

**B. *Tourism Region FY 2010 Budget Review Process – Randy Fiveash Reporting***

The budget guidelines and submission process and timeline were reviewed. The Regions will base the FY 2010 budget on FY 2009 levels less 5% with the understanding that this will be revised once the state's FY 2010 budget is passed.

**C. *Governor's Awards – Rena Calcaterra Reporting***

The Governor's Awards for Excellence in Culture and Tourism and the Distinguished Advocate Award ceremony is being held on April 15, 2009 at 6:30 p.m. at the Legislative Office Building.

**VII. MOTION TO ADJOURN – a motion to adjourn was made by Rita Schmidt, seconded by Larry McHugh. All were in favor.**

**VIII. NEXT COMMITTEE MEETING – Tuesday, May 5, 2009 11:00-12:00p.m. at Connecticut Commission on Culture & Tourism, Hartford.**

Respectfully submitted by:  
Carole Gittings, Recording Secretary